

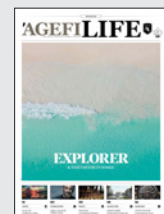
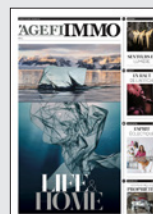
# AGEFI

DIGITAL

— MEDIKIT 2020 —



# 'AGEFI





L'Agefi modernise l'ensemble de son offre éditoriale. C'est parce que notre lecteur est à la fois actif, mobile, engagé dans la vie économique et financière suisse et internationale, soucieux de disposer à tout moment d'une information de qualité et complète, que L'Agefi propose un site et des applications pour smartphones et tablettes actualisés régulièrement.

Avec L'Agefi l'information ne s'arrête jamais.

C'est d'abord le quotidien sous sa forme papier et électronique, avec ses articles, analyses, commentaires, où l'on prend le temps de poser l'information, la contextualiser, l'expliquer, la décrypter.

C'est ensuite le flux d'informations en continu sur notre site internet et nos applications. L'actualité économique et financière, sélectionnée et enrichie, est mise en ligne tout au long de la journée. Viennent s'ajouter nos articles et dossiers destinés directement aux supports numériques: les nominations et départs dans les entreprises, le forum international pour les matières premières.

Une newsletter diffusée du lundi au vendredi complète le dispositif.

Les titres Agefi sont partenaires médias de nombreuses entreprises, associations ou fondations qui organisent régulièrement des événements. Nous relayons ces informations dans notre agenda et les pages «partenaires».

Cette présence sur tous les supports nous ouvre les portes à une large audience romande que nous souhaitons bientôt élargir à toute la Suisse et la Francophonie. Avec une audience aujourd'hui de plus de 916'062 visiteurs par an, le site de L'Agefi attire une clientèle particulièrement ciblée dans les domaines éco-financiers.

Numeric Editor in Chief  
**LUC PETITFRÈRE**

## REGULAR COLUMNS

<b>AGEFI.COM</b>	All along the day, the editorial staff enriches the economical and political news flow.
<b>DAILY AGEFI</b>	In this section, readers can find the e-paper version of the daily newspaper L'Agefi. They can also read the last editions and consult the archives which consist of nearly 400'000 articles.
<b>SUPPLEMENTS AND MAGAZINES</b>	Pages of presentation and consultation of the magazine with economical and financial trends of L'Agefi: Agefi INDICES and Life Style magazines: Agefi LIFE et Agefi IMMO.

## AUDIENCE

1'670'371 pages views et 916'062 unique visitors per year

## ADVERTISING RATES – 2020

CPM – ROS – PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



**Leaderboard**

728 x 90 px / 40 ko max.

60.-



**Maxileaderboard**

994 x 118 px / 60 ko max.

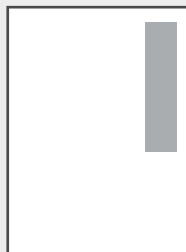
85.-



**Wideboard**

994 x 250 px / 60 ko max.

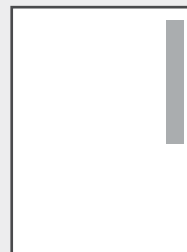
95.-



**Halfpage**

300 x 600 px / 60 ko max.

75.-



**Skyscraper**

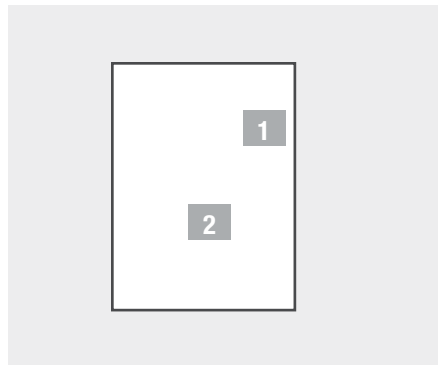
160 x 600 px / 40 ko max.

60.-

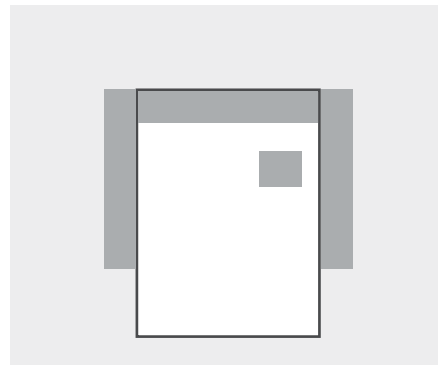
Size: width x height – For the description of the medias accepted according to the banner: cf p.5

## ADVERTISING RATES – 2020

CPM – ROS – PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



<b>Box 1</b> 300 x 250 px / 40 ko max.	<b>75.-</b>
<b>Box 2 (Low)</b> 300 x 250 px / 40 ko max.	<b>65.-</b>



<b>Branding skin + Box</b> 1400 x 1000 px / 150 ko max.	<b>2'500.- par jour</b>
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**NEWSLETTER**

**Box**  
300 x 250 px / 40 ko max.

**Flat rate 1'000.- per week**

**ADVERTORIAL**

<b>Picture – of the teaser</b> 488 x 235 px 75 marks for the title / 256 marks for the lead	<b>Picture – in the article</b> 1000 x 563 px Text until 3'000 marks
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**Flat rate 650.- per week\***

Size: width x height – For the description of the medias accepted according to the banner: cf p.5

\*For any picture or video (Youtube or Vimeo) supplementary integration, an additional flat rate of CHF 80.- quoted net per element is to foresee.

<b>VIEWS ESTIMATION PER WEEK</b>	SOV 100%, For information only, about 4'000/4'500 views of the teaser
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<b>MINIMUM ORDER</b>	4 weeks (consecutive or separate)
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## TECHNICAL DATA AND TRANSMISSION

<b>SENDING OF THE TAGS AND MATERIAL</b>	Latest 3 business days before the insertion to n.fouchault@agefi.com + a copy to traffic@romandie-network.com	
<b>ACCEPTED MEDIAS</b>	Leaderboard, wideboard, halfpage, skyscraper, maxileaderboard, Box 1, Box 2 (Low)	redirect(tag) ou HTML 5, Jpeg, Gif (no Flash neither Java)
	Branding skin	Jpeg / back-ground color (optional): HEX code
	+ Box	redirect(tag) or HTML 5, Jpeg, Gif
	Newsletter (rectangle)	Jpeg, Gif, animated Gif, redirect with a picture behind the Gif, Jpeg
	Advertorial Picture – of the teaser/in the article	Jpeg, tiff, eps
<b>MINIMUM ORDER</b>	CHF 1'500.- quoted gross/per order Places/views and weeks, are definitely assigned according to the arrival order of insertion/publication orders.	
<b>CANCELLATION DEADLINE</b>	15 days before the Monday starting the broadcast.	

## SPECIFICATIONS CHART

- All format specifications (dimensions, weight, etc...) are based on the IAB recommendations
- In some cases, specific features could be required
- If the material is not compliant with our specifications, Romandie Network does not guarantee the delivery and could apply additional costs to solve the problem
- Banners must be submitted at least 3 business days before the campaign launch
- Banners with audio must be loaded in sound-off mode
- Banners must open a new window to link the user to the redirect URL

## EXPANDABLE SPECIFICATIONS

- Expandable banners must be open only via mouse-over, automatic opening is considered as RichMedia
- Expandable banners must close via mouse-out
- Automatic closing must be set to 10 seconds
- The expandable part of the banner must contain a close button

## HOSTING

Our aderving tool provides only basic features for hosted expandable banners. We recommend that these formats are hosted on a dedicated RichMedia tool (third-party ad tool) and you provide us with redirect (tag). In case the expandable banner is hosted by Romandie Network, you must provide us 2 files: one for the closed part, and one for the expanded part.

## ACTIONSCRIPT 2

```
on (release)
{
  getURL (_root.clickTAG, «_blank»);
}
```

## ACTIONSCRIPT 3

```
// ActionScript 3.0
/* Requires
* - Button symbol on Stage with instance name «myButton»
*/
myButton.addEventListener(MouseEvent.CLICK, buttonSymbol_click);
function buttonSymbol_click (evt:MouseEvent):void {var clickTAG:String = loaderInfo.parameters.clickTAG;
// Check for malicious code injections, only use URLs if they begin with http: or https:
if ((clickTAG.substr(0, 5) == «http:» || (clickTAG.substr(0, 6) == «https:»))
{
var req:URLRequest = new URLRequest(clickTAG);
navigateToURL(req, «_blank»);
}
```

## CONDITIONS

GENERAL SALES CONDITIONS

[agefi.com/cgv](http://agefi.com/cgv)

## COMMERCIAL CONTACTS

### FRENCH SPEAKING SWITZERLAND - TICINO – INTERNATIONAL

#### NORBERT FOUCHAULT

Cel.: +41 79 847 61 86  
Tel: +41 21 331 41 25  
Fax: +41 21 331 41 10  
[n.fouchault@agefi.com](mailto:n.fouchault@agefi.com)

### EASTERN SWITZERLAND

#### BÉATRICE LEUENBERGER

Cel.: +41 79 705 26 93  
Tel: +41 44 254 39 21  
Fax: +41 44 254 39 29  
[b.leuenberger@agefi.com](mailto:b.leuenberger@agefi.com)

## INTERNATIONAL REPRESENTATIVE OFFICES

### GERMANY

#### MERCURY PUBLICITY (DEUTSCHLAND) GMBH

Seifgrundstrasse 2  
D - 61348 Bad Homburg v. d. H.  
Tél: +49 6172 9664 0  
Fax: +49 6172 9664 49  
[s.fedrowitz@mercury-publicity.de](mailto:s.fedrowitz@mercury-publicity.de)  
[www.mercury-publicity.de](http://www.mercury-publicity.de)

### BELGIUM

#### MEDIACONTACT INTERNATIONAL

Place Guy d'Arezzo 17  
B -1180 Bruxelles  
Tél: +32 2 343 43 71  
Fax: +32 2 343 43 76  
[j.mineur@mediacontact.net](mailto:j.mineur@mediacontact.net)  
[www.mediacontact.net](http://www.mediacontact.net)

### FRANCE

#### AFFINITY MEDIA

7 rue de Bucarest  
75008 Paris  
Tél: +33 1 53 89 50 00  
Fax: +33 1 53 05 94 06  
[laurent.briggs@affinity-media.fr](mailto:laurent.briggs@affinity-media.fr)  
[www.affinity-media.fr](http://www.affinity-media.fr)

### UNITED KINGDOM

#### PRIME MEDIA INTERNATIONAL

31, Old Campton Street  
UK - London, W1D 5JT  
Tél: +44 207 287 29 04  
Fax: +44 207 734 74 59  
Mobile: +44 797 473 46 07  
[rpavitt@prime-int.co.uk](mailto:rpavitt@prime-int.co.uk)  
[www.prime-int.co.uk](http://www.prime-int.co.uk)

OTHER MEDIA AGEFI - [WWW.AGEFI.COM/PUBLICATIONS](http://WWW.AGEFI.COM/PUBLICATIONS)

AGEFI

AGEFI INDICES

AGEFI IMMO

AGEFI LIFE

# AGEFI

Nouvelle Agence Économique  
et Financière SA | [www.agefi.com](http://www.agefi.com)  
CHE-217.728.826 TVA

Route de la Chocolatière 21  
Case postale 61  
1026 Echandens - Denges

Tél. +41 21 331 41 41  
Fax +41 21 331 41 10  
[agefi@agefi.com](mailto:agefi@agefi.com)